



ALM Partner Conference EMEA 2022

Partner Facts & Announcements

David Birkenbach, SAP

Agenda

Day 1

Registration and Check in

From
15:00

Registration Desk and Lobby in Building Rot03 – St Leon-Rot

Welcome & Keynote “The future of ALM”

17:00

Stefanie Kübler (SVP Business and Data Transformation Solutions, SAP SE)
Marc Thier (SVP ALM, SAP SE)

Good to know – News and announcements for ALM Partners

18:00

David Birkenbach (Director ALM Go to Market EMEA, SAP SE)

Evening Event

18:30

Barbecue in canteen of Rot03

Day 2

Learn what to recommend to your customers on their ALM Journey

9:00

Tim Steuer (VP ALM Communications, SAP SE)
Benjamin Schneider (ALM Expert, SAP SE)

Join the Live Polls and Discussion panel – Questions to ALM Leadership Team

10:00

Moderated by Sinje Seidler & powered by Mentimeter
On stage: Marc Thier, Michael Klöffler, Janko Budzisch, Tim Steuer

Break

10:30

Canteen Rot03

Share your experience – 3 Partner success stories

11:00

- Update FRUN@Simac and FRaaS (Focused RUN as a Service) –[SIMAC](#)
- Lessons learned from several SAP Cloud ALM projects - [Cpro INDUSTRY](#)
- Good practices of Conversion projects with SAP Solution Manager- [SNP](#)

Lunch break

12:00

Canteen Rot03

See the system in action with SAP Cloud ALM Demo sessions and give your feedback

13:00

SAP Cloud ALM for Implementation. Michael Klöffler & Sinje Seidler;
SAP Cloud ALM for Operations. Janko Budzisch

Get an update on SAP Business API Hub for SAP Cloud ALM

14:30

Xavier Dupeyrat (ALM Expert, SAP SE)

Design Thinking Workshops for SAP Cloud ALM API Hub

15:30

3 groups (Build, Run, Cross) with DT coaches and SAP Cloud ALM experts
Rooms W1, W2, W3

End of day

17:30

Conference facilitation

Covid 19 Rules and Regulations

- The whole event is a **1G event for all participants**.
- A **negative test is a mandatory** requirement and must be shown at the registration desk before entering the conference. Please wear your **wristband**.
- A **test station is available** right beside the registration counter. The tests are free of charge.
- The 1G set up allows us to run the event **without masks** – so once you have shown your negative test result you can enter the **audimax, the canteen and all workshop rooms** without wearing a mask.
- As the building is frequented by other colleagues, too, the **mask remains a duty when walking in the aisles**.

Less content, more network → Many SAP ALM experts

Design Thinking Workshops for SAP Cloud ALM API Hub

- How could Partner or 3rd party solutions add more benefits for customers by extending SAP Cloud ALM with Standard APIs
- ***Please register for participation on the sheet***

If you want to join the workshop (on Wednesday 3.30-5.30pm) to ideate about ALM use cases to leverage SAP Cloud ALM by using one of our APIs ?

As there is a capacity limit, please put a cross (x) in the cloud team which you would like to join.

(x)	(x)	(x)
Implementation	Operations	Cross ALM (both)



ALM Summit EMEA 2022

Shape your future ALM strategy!

- Benefit from 4 packed conference days with 50+ sessions.
- Learn from our customers about their ALM experiences, challenges and successes.
- Leverage our partners' experience with ALM projects.
- Discuss and share your plans face-to-face with our ALM experts.
- Make use of countless networking possibilities in a charming event location.

EARLY BIRD TICKET	REGULAR TICKET
1.350 € + 19% VAT Until June 30, 2022)	1.650 € + 19% VAT (Starts on July 1, 2022)
REGISTRATION CLOSE: OCTOBER 17, 2022	

See you there!

Early
Bird until
June 30!

ALM Summit EMEA 2022

October 18– 21, 2022

Manufaktur Mannheim, Germany

Partner Sponsorship Overview

Package A “Exhibition”

Exclusive Meet-the-ALM-Partner area
(bring your own rollups)

2 SAP ALM Summit tickets included

Package B “Speaking”

Speaker slot on main stage
(30 min)

1 SAP ALM Summit ticket included

Package C “Networking”

Sponsor happy hour on day 1 or 2
Sponsor special beverage bar on day 3

1 SAP ALM Summit ticket included



Bronze Partner (1 package)

SAP ALM Summit event page: Partner name and logo, short profile and link to partner website



Silver Partner (2 packages)

Additional placement of partner name and logo in major communication assets like pre-event emails, event newsletter



Gold Partner (3 packages)

Additional recognition of partner in keynote on day 1, logo will be shown very big during event

Call for Partner / Customer sessions

At virtual ALM Summit EMEA 2021 we had 18 (!) external lectures from partners & customers

In 2022 we will have again multiple tracks where you could present your customer stories on stage

- Implementation
- Operation
- Business Transformation
- Service & Support
- Dev-Ops
- Partner

Please nominate your customer (+ yourself) to share your ALM experiences with the ALM community via alm_partner@sap.com .



ALM Partner Adoption

ALM Partner Adoption Strategies

Endorse

Position ALM value and promote usage

Support from SAP

- Roll out materials
- Test and demo environment
- Joint go to market

Opportunities

- Value of ALM as an USP
- ALM provisioning and enablement

e.g. HCL, DyFlex

Embed

Use ALM for implementation & operations and integrate with own delivery infrastructure

- Enablement, Certification & Recognition
- Enable authoring of partner content (process, task, test, operations)
- APIs to integrate ALM into partner delivery infrastructure

- Embed ALM into own Delivery Methodology
- Implementation and Operation Handholding services
- Own content for methodology, process other assets like test, config, operating procedures

e.g. BGSW, Discovery Consulting

Extend

Implement and extend ALM, integrate into 3rd-party solutions

- APIs and API Business Hub
- Joint Go-to-market via SAP Store
- Cloud native development best practices for SAP BTP

- ALM extension and integration
- API based deeper insights
- Automation and Engineered services

e.g. BGSW

Cloud Support Collaboration Framework - Overview

New expanded engagement model on support to elevate customer success / customer experience

Optimize collaboration of SAP and partners

SAP cloud services

Partner implementation or operations services

Partner engages SAP support on behalf of customer (aka 'support-related services')

Focus on technical problem resolution and application lifecycle management

Partners that demonstrate a high quality of support-related services ...

- Active customers
- Incident quality (not "how-to")
- Support qualified personnel
- Support manager (assigned)
- Support consultants (assigned)

Partner Commitment



... get access to additional support resources and public recognition

- Accelerated knowledge transfer
- SAP Cloud ALM coaching
- Partner co-innovation
- Incident reporting insights
- Product support alignment
- SAP PartnerEdge certificate

Partner Benefits

Business opportunity for partners

1

Customer Success

2

Competitive Differentiation

3

Service Expansion

Availability

- Limited proof of concept until December 31st, 2022
- Countries: Brazil, Germany, India, USA, United Kingdom

Solutions in scope

- SAP SuccessFactors
- SAP S/4HANA cloud (Germany, USA only)

Partner eligibility

- Authorized for solutions in scope
- SAP PartnerEdge Sell
- SAP PartnerEdge Service

Partner participation

- Optional
- Opt-in (confirm T&C on SAP Partner Portal)

Partner invest (initial)

- Less than 10h upskilling
- No additional fees

Content on this slide is preliminary and subject to change and may be changed by SAP at any time for any reason without notice. [Cloud Support Collaboration Terms & Conditions](#) apply.

Criteria and key Ask to Partner Managers and Partners

- Join our handholding program focused on partners in SAP S/4HANA Cloud, SAP SuccessFactors (additional applications can be considered in discussion with RGTM (CXS Regional GoToMarket))
- Support Collaboration Framework pilot partners will be preferred (will expand beyond pilot countries based on request and need)
- Key partner willing to learn/explore and leverage SAP Cloud ALM for implementation and operations (support 1 partner / region / month)
 - Have customers who are implementing SAP Applications
 - **AND / OR**
 - Have customers who are in maintenance support and need help for operation scenarios
 - Are willing to use SAP Cloud ALM for at least 2 customers over the course of 2022

Note: Exception to above criteria to be approved by RGTM (CXS Regional GTM)

SAP support partner success journey with SAP Cloud ALM



alm_partner@sap.com



- Overview of SAP Cloud ALM and value
- Provision SAP Cloud ALM
- CLS01 support cert

Step 1



- Implementation and Operations with SAP Cloud ALM deep dive
- OpenSAP and Learning Journeys

Step 2



- Demo by partner to showcase expertise
- Q&A session with ALM experts
- Able to provide value add and services to customers with SAP Cloud ALM

Step 3

- Onboard own customers on SAP Cloud ALM
- Listed on ALM Partner Hub
- Provide services
- Explore extension opportunities
- Become a reference partner (with a customer reference story)

Step 4



ALM-athon 2022

ALM-mathon 2021



blue.works

oxando
Software & Consulting



PROINDUSTRY

ALM-athon 2021



Powered by SAP ALM Summit
EMEA 2021

CORE
Digital Transformation Lifecycle



VOSTURA

- The 2021 Challenge was “ **How to make the standard ALM processes smarter with a solution extension?**”
- Initially 12 teams from ALM partners participated with their solutions pitches about their existing ALM extensions.
- TOP 6 selected ALM solutions / extensions did live pitches virtual via Broadcast to all Summit participants
- Voting & award ceremony right after the last pitch. → Winner team : Vostura

ALM-athon facts 2022

- ALM-athon is an SAP Hackathon in the ALM space sponsored by ALM Summit EMEA
- It focusses to SAP Partners who want to leverage ALM solutions and develop new own extensions with SAP ALM tools
- The challenge in 2022 is
“How could Partner solutions or 3rd party integrations add benefits to customers by extending SAP Cloud ALM with Standard APIs?”
- Starts with an optional ideation workshop at ALM partner conference
- Ends at ALM Summit EMEA in October with the pitches of the TOP6 teams. Winning team by voting of all Summit participants
- ALM-athon is a virtual challenge. Only the TOP6 pitches might be presented live on stage



Registration for participation starts now. Just drop an Email to alm_partner@sap.com until 15th of June at the latest

ALMathon 2022 from May- October

Extensibility - Using APIs for SAP Cloud ALM



Implementation API

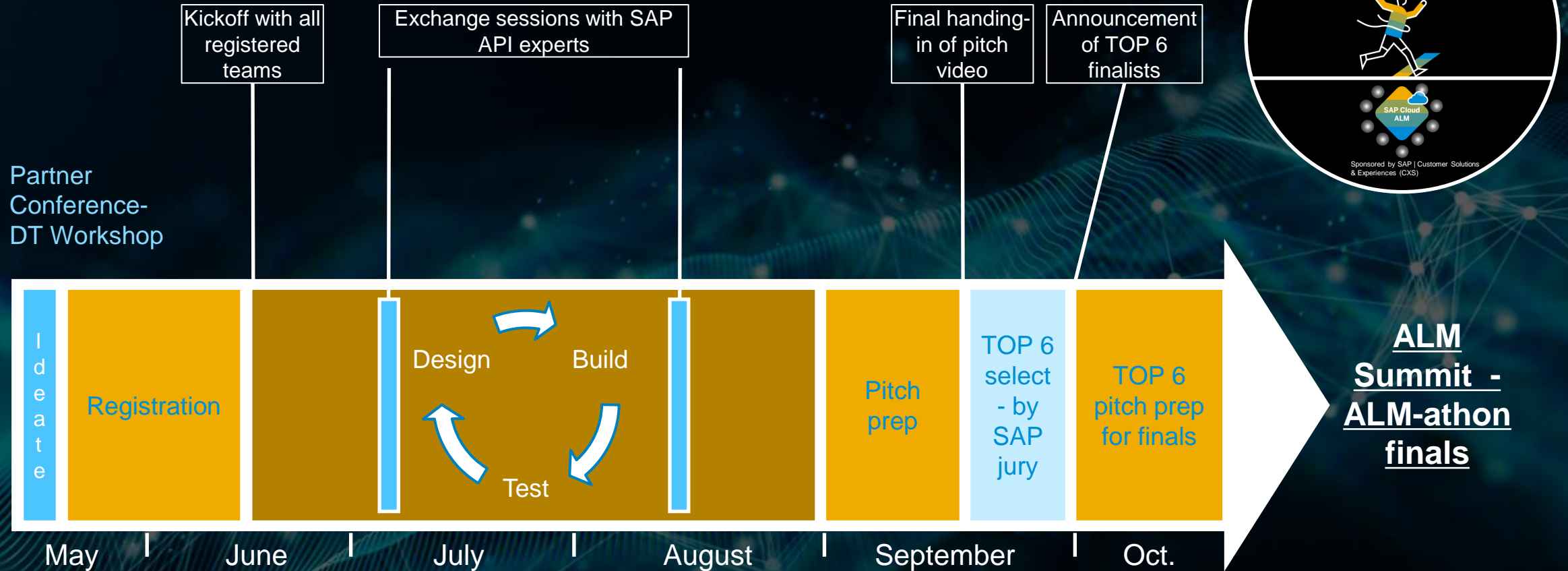


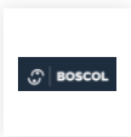
Operations API



Generic API

ALM-athon timeline 2022





BOSCOL: Collaboration App for SAP Cloud Products
by Robert Bosch (BGSW)

Bosch SAP Cloud Collaboration App

Success of Project delivery / Service delivery largely depends on efficient collaboration & planning. BOSCOL enables seamless integration of SAP Cloud Products with MS Teams. Simplifies usage and results in higher adoption.

Get It Now



Solution Types Works with
Extensions and Add-ons SAP S/4HANA



ALM Partner Community



Application Lifecycle Management Partner Call

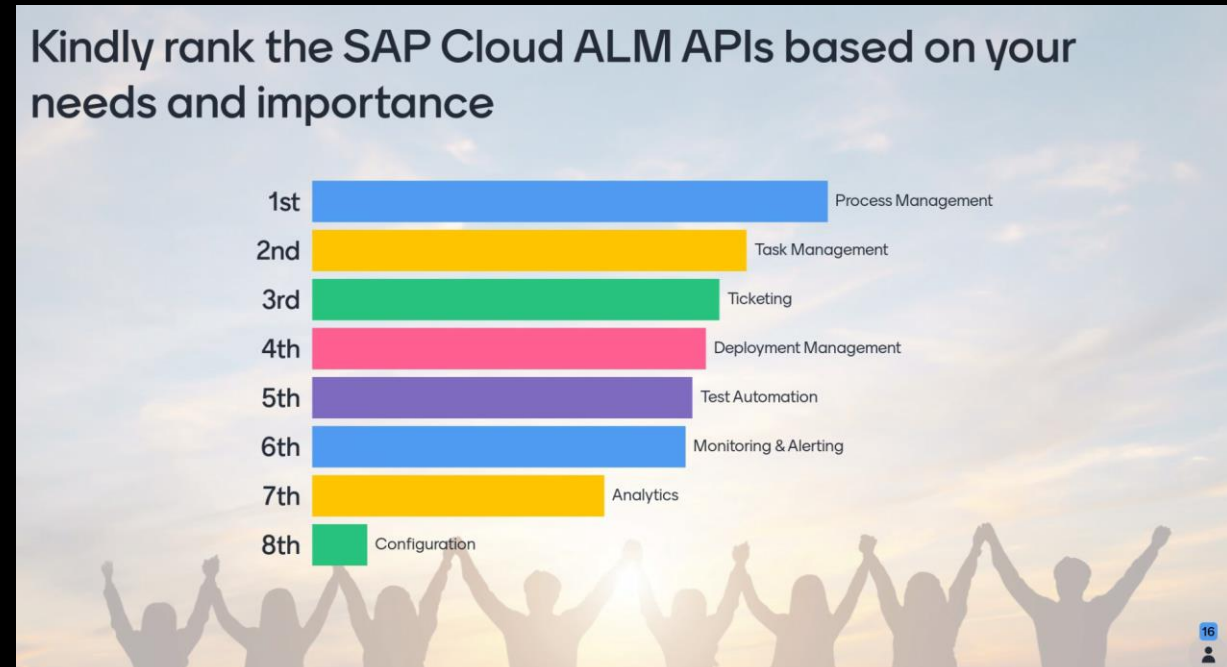
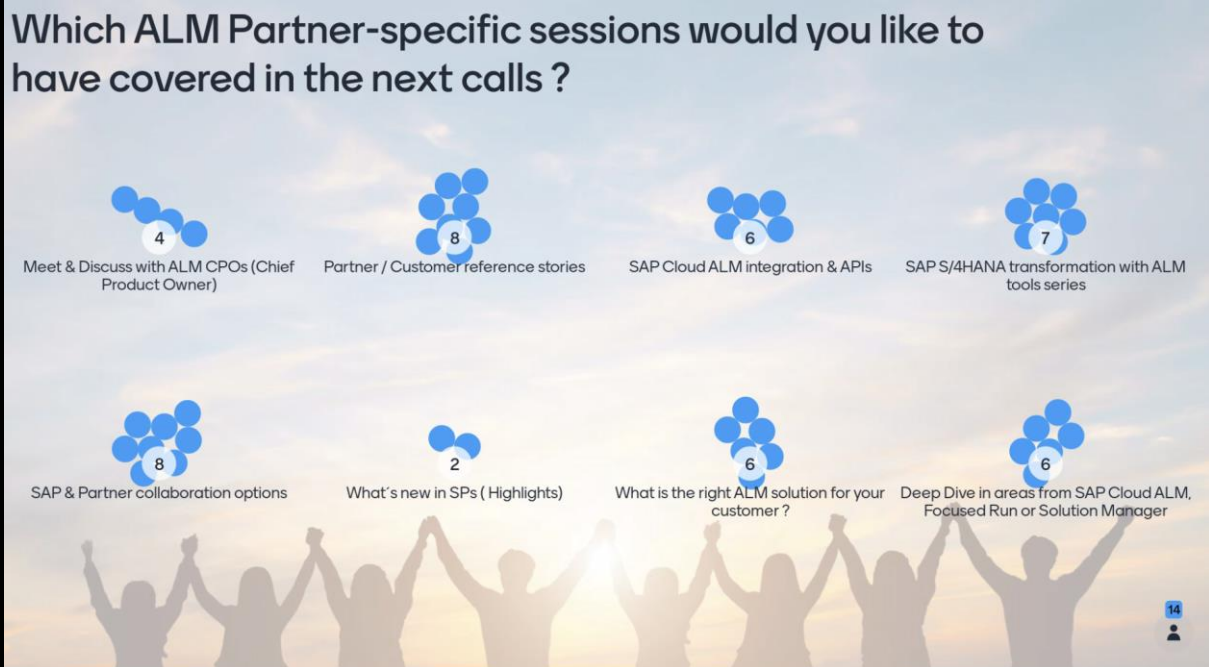
The free quarterly webinar provides everything you need to know as a partner to collaborate with SAP in the ALM space.

Quarterly updates and exchange on partner-relevant ALM topics!

With the quarterly ALM Partner Call, you can stay updated about what is important for you as an ALM partner with SAP Solution Manager, Focused Build and Insights for SAP Solution Manager, SAP Focused Run and SAP Cloud ALM.

This is the right call for you,

if you are ALM expert and provide services to customers to help them adopting ALM solutions, or
if you have extended SAP's standard ALM solutions with own enhancements and solutions, or
if you are a Focused Build coach supporting a project with SAP Solution Manager, or



ALM Partner Hub

Overview Find Partner Hub Members Become a Partner Hub Member

Find ALM Partner Hub Members

The ALM implementation partners with their experts and advisors support our customers with proven methods and services around implementation of SAP Solution Manager along with associated focused solutions (Focused Build and Focused Insights) and SAP Cloud ALM.

Here we have a platform to showcase the abilities and innovations that our partners provide in supporting SAP customers around ALM. With the **ALM Partner Hub**, we provide our customers a forum to identify potential delivery partners for such projects/tasks.



Partners for SAP Solution Manager and associated focused solutions (Focused Build and Focused Insights) and SAP Cloud ALM:

SAP Solution Manager Partners SAP Cloud ALM Partners

SAP Solution Manager (incl. Focused Build & Insights) Partners - References

Show 5 entries

Search:

Partner Logo & Website	Partner Contact	Qualified for	Customer Reference	Service Delivery in Region/Country
	SNP	Focused Build & Focused Insights SAP ALM Platforms & Functions Integration of JIRA & ALM Tools	JIRA Integration @ ebm Papst Matrix42 Integration @ Vossloh Focused Build @ REWE	EMEA, USA
	Cpro Industry Projects & Solutions GmbH	Process Management Test Management IT Service Management ChaRM Focused Build Integration of 3rd Party ALM Tools (e.g. JIRA, Matrix42)	ChaRM @ Zapp ITSM, ChaRM, Process & Test Mgmt. with BPCA @ Bofrost ITSM, ChaRM, Process & Test Mgmt. with Focused Build @ Pfalzwerke ITSM & ChaRM with Jira & Matrix42 Integration @ DKV-Mobility ITSM, ChaRM with Redesign of Process & Test Mgmt. @ Süwag Process & Test Mgmt.	D-A-CH, and global rollouts

ALM Partner Hub




Overview Find Partner Hub Members Become a Partner Hub Member

SAP Cloud ALM Partners - References

References of SAP partners / their customers who have leveraged SAP Cloud ALM successfully.

Show 5 entries

Search:

Partner Logo & Website	Partner Contact	Qualified for	Customer / Partner Reference	Service Delivery in Region/Country
	Bosch Global Software Technologies PVT LTD	Integrations and Extensions of SAP Cloud ALM Implementation and Operations projects using SAP Cloud ALM	Partner Reference	APJ
	All for one Group	SAP Cloud ALM for Implementation Projects	Partner Reference	Germany
	Rizing LLC	SAP Cloud ALM for Implementation Projects	Partner Reference	USA/Global

<< < 1 > >>

SAP Cloud ALM Partners - Current Projects

SAP partners with expertise for using SAP Cloud ALM for implementation, operations and/or APIs for customer or own usage.

Show 5 entries

Search:

Partner Contact	Active in	Service Delivery in Region/Country
Discovery Consulting	Implementation and Operations projects using SAP Cloud ALM	Australia
Beyond Technologies	Implementation and Operations projects using SAP Cloud ALM	Americas, Europe, South-Africa
Cpro Industry Projects & Solutions GmbH	Integrations and Extensions of SAP Cloud ALM Implementation and Operations projects using SAP Cloud ALM	D-A-CH/Global

Our next Partner Community Call

Please block your calendar or register here.

<https://webinars.sap.com/alm-partner-community/en/home>

The Q3 call is planned to take place on 29th of June

The Q4 Partner Community update happens at the ALM Summit EMEA from in October.

We will have an own Partner track with special topics on one day at the [ALM Summit](#) again.

→ Collection of topics in the next call



Great to have you here again !

Let's **network** ! Let's enjoy **barbecue** !



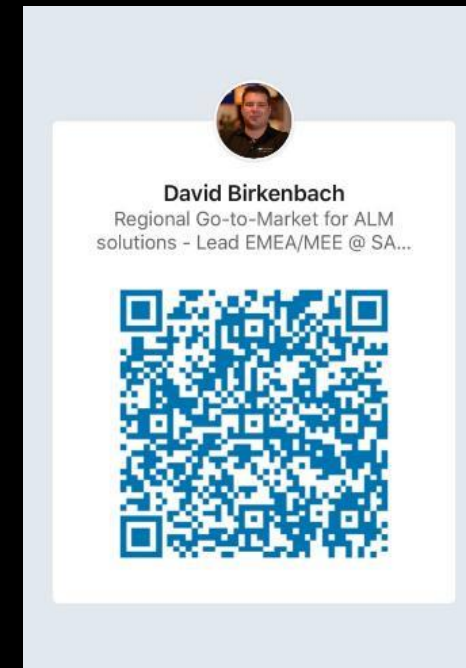
Thank you.

Please follow me for
social media posts

David Birkenbach

Director - Go-to-Market EMEA/MEE

Customer Experience & Solutions (CXS) | CSI |
Product Engineering| SAP SE
E david.birkenbach@sap.com



Day 2

Agenda

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Rooms W1, W2, W3

End of day

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Discussion panel and roundtable with ALM leadership team



Marc Thier
Head of CXS



Michael Klöffler
Chief Product Owner – ALM for implementations



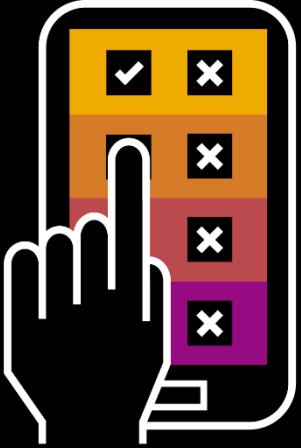
Janko Budzisch
Chief Product Owner – ALM for operations



Tim Steuer
VP ALM- Customer Communication



David Birkenbach
Director ALM Go-to-Market EMEA



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